

MEN'S FASHION HEADLINERS FOR EASTER AND THE SEASONS AHEAD



EASTER CAVALCADE OF SMOOTH SET SHIRTS

Here are the dress shirts you've been waiting and asking for — our astounding "Smooth Set" — that literally mak the iron and ironing board obsolete. Just wash, hang dripping wet and the wrinkles smooth out as it dries. Impeccably tailored with French center fronts, ocean pearl buttons and convertible cuffs. Sizes 14½-17, sleeves 32-35.

4.25 value, specially priced **2.99**

A. Gleaming white super count broadcloth with modified spread collar, permanent stays.

B. Batiste oxford cloth with button-down collar in white, blue, tan.

C. Woven end-on-end broadcloth with modified spread collar, permanent stays in blue, tan, grey.

All Silk and Silk and Rayon Blend Easter Neckwear. **1.39, 3/4.00**

may co. men's furnishings—street floor

TREMENDOUS VALUE ON LIGHTWEIGHT MEN'S SUITS

Right Fabric . . . 55% dacron polyester, 45% wool, crisp and shape retaining. Cool and comfortable even on hottest days.

Right Styling . . . this season's two favorites: 2-button Continental and 3-button conventional models. Smart for Easter.

Right Weight . . . perfect for 8 months of the year in California to keep you looking city smart, resort cool.

Right Patterns . . . this Spring's top performers, muted plaids, stripes, novelty weaves, neat patterns, solid colors.

Right Colors . . . in olive tones, black, twilight grey, canyon brown, and dusk blue.

Right Price . . . already a proven best seller. A truly great value for up-to-the-minute tailoring in this lightweight luxury fabric. **39.95**

may co. mens clothing—street floor

PRE-EASTER SALE OF FINE LEATHER WALLET

Pass case, multiple pocket, zipper models in a wonderful assortment of fine grain moroccos, watermark sea-skings, natural pigskin, French kid, luxury calf, and smooth cowhides. An excellent Easter gift. **2.99***

*plus 10% federal tax

may co. men's furnishings—street floor

GREAT ARRAY OF SHORT SLEEVED SPORT SHIRTS

Cool, colorful short sleeved sport shirts in a myriad of the newest new fabrics, colors and patterns . . . for your Eastern vacation and the summer ahead. With Ivy button-down and modified spread collars. A collection of smart sport shirts to give you your choice of exactly what you want. Sizes S, M, L, XL. 3.95-4.95 values.

2.99

may co. men's sportswear—street floor

SMART MEN'S SHOES IN LUXURY ITALIAN CALFSKIN

Styled fashionably to today's slim silhouette. Pony leather lined, these shoes are the ultimate in comfort and wearability. Shown, only one of several smart styles, the Apollo—plain toe, 3-eyelet blucher oxford in smooth, black Italian calf. Most unusually priced. **15.95**

may co. men's shoes—street floor

Mail and phone order promptly filled.

Your Name

Address

City

Cash Charge C.O.D.

Quantity Item Size Color Price

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MAY CO. SOUTH BAY
174th at Hawthorne
Redondo Beach

In California add 4% sales tax. Add shipping charges beyond United Parcel Delivery zone. 35c service charge for mail and telephone orders under \$3.00. 35c charge for pick-up. . . TH 3-31

